

We claim:

1. A method of providing an individualized hair care program to a customer, the method comprising, in a first retail location:
 - a) obtaining personal information from a customer;
 - b) using the personal information to create an individualized hair care program for the customer;
 - c) providing the individualized hair care program to the customer, wherein the individualized hair care program comprises at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service;
 - d) wherein the first retail location is one of a plurality of retail locations in data communication with one another.
2. The method of claim 1 wherein data comprising the personal information is communicated from the first retail location to a second retail location.
3. The method of claim 1 wherein data comprising the individualized hair care program is communicated from the first retail location to a second retail location.
4. The method of claim 1 wherein data comprising the personal information and the individualized hair care program are communicated from the first retail location to a second retail location.

5. The method of claim 4 wherein the data comprising the personal information and the individualized hair care program are communicated from the first retail location to the second retail location at the customer's direction

6. A method of providing an individualized hair care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment:

a) obtaining personal information comprising objective information from a customer;

b) using the personal information to generate individualized hair care needs for the customer;

c) evaluating the individualized hair care needs against standards that reflect needs for hair care products, needs for hair care services, and needs for hair care activities, to create an individualized hair care needs assessment;

d) using the individualized hair care needs assessment to create an individualized hair care program, the individualized hair care program comprising at least one element selected from the group consisting of a hair care product, a hair care service, and a hair care activity; and

e) providing the individualized hair care program to the customer.

7. A method of providing a personalized hair care program to a customer in a retail shopping environment, the method comprising:

a) obtaining personal information comprising objective information from a customer;

- b) using the personal information to create a personalized hair care program for the customer;
- c) providing the personalized hair care program to the customer, wherein the personalized hair care program comprises at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service.

8. The method of claim 7 wherein the personal information is retained with a personal identifier unique to the customer.
9. The method of claim 7 wherein the personal information comprises subjective information.
10. The method of claim 9 wherein the subjective personal information is obtained from the customer by questioning means.
11. The method of claim 10 wherein the questioning means is a personal interview.
12. The method of claim 10 wherein the questioning means is a written questionnaire.
13. The method of claim of claim 7 wherein the hair care activity is an educational seminar.

14. The method of claim 7 wherein the hair care activity is a recommendation for the customer to be examined by a dermatologist.

5 15. A method of providing a personalized hair care program to a customer in a retail shopping environment, the method comprising

- a) obtaining personal information from a customer;
- b) objectively evaluating a portion of the customer's
- 10 hair to create a hair measurement;
- c) analyzing the hair measurement to create a hair analysis report;
- d) providing a professional evaluation of the customer's hair by a professional hair care consultant;
- 15 e) using the personal information, the professional evaluation, and the hair analysis report to create a personalized hair care program for the customer; and
- f) providing the personalized hair care program to the customer, wherein the hair care program comprises
- 20 recommendations for at least one hair care product, at least one hair care activity, and at least one hair care service.

25 16. The method of claim 15 wherein the personalized hair care program is provided to the customer through one or more hair care counseling sessions with a professional hair care consultant..

30 17. The method of claim 15 wherein the personalized hair care program is provided to the customer through a written report.

18. The method of claim 15 wherein the at least one hair care activity is selected from the group consisting of educational seminars, an appointment with a doctor, a stress reduction program, and support groups.

19. The method of claim 15 wherein the at least one hair care product is selected from the group consisting of shampoos, conditioners, styling aids, hair sprays, hair straightening products, hair mascara, hair extensions, hair pieces, depilatories, hair removal waxes, essential oils, scalp/hair treatment oils, hair growth products, oral supplements, hair texturizers, hair sunblock, hair towels, and hair loss prevention products.

20. The method of claim 15 wherein the at least one hair care service is selected from the group consisting of washing, styling, permanent waving; hair straightening; hair coloring; hair cutting; scalp, head and neck massage; deep conditioning; baldness treatments; hair follicle induction or transplantation; hair weaving; hair transplants; shaving; laser hair removal; hair waxing; personalized hair color analysis; personalized hair style analysis; scalp treatments; hair growth treatments; email or postcard reminders for hair services; and special occasion hair styling.

21. The method of claim 15 wherein the personal information includes subjective information.

22. The method of claim 15 wherein the personalized hair care program comprises a recommendation for the customer to be examined by a physician.

23. The method of claim 15 wherein at least one of the personal information, the hair measurement, the assessment, and the hair analysis report is retained with a personal identifier unique to the customer.

24. The method of claim 23 wherein the portion of the customer's hair is evaluated to create a first hair measurement at a first time, and a portion of the customer's hair is measured to create a second hair measurement at a second time which is later than the first time.

25. The method of claim 24 wherein the personalized hair care program further comprises a comparison of the first hair measurement and the second hair measurement.

26. The method of claim 25 wherein the personal identifier is used to retrieve the first hair measurement.